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DO YOU INHALE?

All smokers do—sometimes. And so it's very much to your interest to . . . GET THIS!

Found by eminent doctors: *on comparing, four other leading cigarette brands average three times as irritant as the strikingly contrasted Philip Morris — and, the irritation lasts more than five times as long!* Philip Morris smokers enjoy the world's finest tobaccos — with no worry about throat irritation — *even if you inhale!*

CALL FOR PHILIP MORRIS

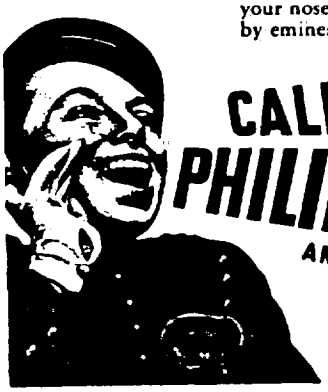
AMERICA'S FINEST CIGARETTE

137

Esquire - July, 1941

BECAUSE YOU INHALE (all smokers do)

Enjoy the cigarette that is definitely better for your nose and throat—a superiority recognized by eminent medical authorities . . .



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